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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
09/638,825	08/14/2000	Housh Khoshbin	3861 P 002	9537

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EXAMINER	
BROWN, VERNAL U	

ART UNIT	PAPER NUMBER
2612	

DATE MAILED: 11/30/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary	Application No.	Applicant(s)	
	09/638,825	KHOSHBIN ET AL.	
	Examiner	Art Unit	
	Vernal U. Brown	2612	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1)☒ Responsive to communication(s) filed on *08 September 2006*.

2a)☐ This action is **FINAL**. 2b)☒ This action is non-final.

3)☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4)☒ Claim(s) *42-47 and 54-83* is/are pending in the application.

4a) Of the above claim(s) _____ is/are withdrawn from consideration.

5)☐ Claim(s) _____ is/are allowed.

6)☒ Claim(s) *42-47,54-83* is/are rejected.

7)☐ Claim(s) _____ is/are objected to.

8)☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9)☐ The specification is objected to by the Examiner.

10)☐ The drawing(s) filed on _____ is/are: a)☐ accepted or b)☐ objected to by the Examiner.

Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).

Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).

11)☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12)☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).

a)☐ All b)☐ Some * c)☐ None of:

1.☐ Certified copies of the priority documents have been received.

2.☐ Certified copies of the priority documents have been received in Application No. _____.

3.☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) ☒ Notice of References Cited (PTO-892)
2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
3) ☐ Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____.
4) ☐ Interview Summary (PTO-413) Paper No(s)/Mail Date. _____.
5) ☐ Notice of Informal Patent Application
6) ☐ Other: _____.

DETAILED ACTION

This action is responsive to communication filed on September 08, 2006.

Response to Arguments

Applicant's arguments filed September 08, 2006 have been fully considered but they are not persuasive.

Regarding applicant's argument regarding user's choice for viewing the advertisement and the paging information, applicant's specification disclosed that the user can choose to view the paging information with or without the advertisement (page 11 lines 4-14) but does not disclosed the storing of the user's choice as a user's preference as argued on page 9. The examiner interpret the detecting of the user's preference as claimed as the detecting of the input from a user interface for indicating the user's viewing preference.

Regarding applicant's argument regarding claims 42-43, 54-55, 60 and 64-65, Hymel teaches displaying an advertisement at the wireless device in response to receiving the page signal and displaying the paging information after the advertisement information is displayed and the displaying of the advertisement and the paging information is based on the user preferences express through using user's control interface (col. 3 lines 48-60).

Applicant's argument regarding the reference of Wicks is moot in view of new grounds of rejection.

Regarding applicant's argument regarding claim 70 on page 12, the argued limitation of a user preference indicating whether the user prefers to view paging information without viewing an advertisement is not claimed in claim 70.

Regarding applicant's argument regarding claim 77, Bermel teaches the messages are displayed in sequence by displaying the news item for a period of time and the advertisement information is also display for a period of time (col. 5 lines 45-55). By displaying the information and the advertisement message in sequence the advertisement and the information message is not displayed at the same time satisfying the claim limitation of displaying the advertisement for a period of time in which the message information is not displayed as claimed.

Claim Objections

Claim 42 is objected to because of the following informalities: There is a typographical error in step (b) of claim 42, the word paying should be replaced by paging. Appropriate correction is required.

Claim Rejections - 35 USC § 102

The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

> A person shall be entitled to a patent unless –
>
> (e) the invention was described in (1) an application for patent, published under section 122(b), by another filed in the United States before the invention by the applicant for patent or (2) a patent granted on an application for patent by another filed in the United States before the invention by the applicant for patent, except that an international application filed under the treaty defined in section 351(a) shall have the effects for purposes of this subsection of an application filed in the United States only if the international application designated the United States and was published under Article 21(2) of such treaty in the English language.

Claim 77 is rejected under 35 U.S.C. 102(e) as being unpatentable over Bermel US Patent 6674357.

Regarding claim 77, Bermel teaches a method of receiving messaging information at a wireless device comprising a set of time positions (col. 4 lines 32-35), the method comprising:

programming the wireless device by transmitting the messages to the wireless device and wireless receives and stores the messages(col. 3 lines 53-56, col. 4 lines 32-35) and the messages are received from an advertisement source (col. 3 lines 62-64), thus the wireless device is programmed with advertisement messages.

associating each of the advertisements in the set of advertisements with a percentage of the time positions in the set of time positions (col. 6 lines 11-22);

receiving message information at the wireless device (col. 5 lines 3-4). Bermel teaches selecting one of the time positions (time slot) in the set of time positions in response to receiving the messaging information and displaying the advertisement associated with the selected time positions for a predetermined period of time (col. 5 lines 29-39). Bermel teaches the messages are displayed in sequence by displaying the news item for a period of time and the advertisement information is also display for a period of time (col. 5 lines 45-55). By displaying the information and the advertisement message in sequence the advertisement and the information message is not displayed at the same time satisfying the claim limitation of displaying the advertisement for a period of time in which the message information is not displayed as claimed.

Claim Rejections - 35 USC § 103

The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

> (a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negatived by the manner in which the invention was made.

Claims 42-43 and 64-65 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel US Patent 6674357 in view of Hymel et al. US Patent 6031467.

Regarding claims 42 and 64, Bermel teaches a method of receiving paging information at a wireless device, the method comprising:

receiving a page signal at the wireless device (col. 4 lines 14-17) and in response to the received paging signal display in sequence an advertisement message and paging information message (col. 6 lines 11-20). Bermel teaches waiting a predetermined a predetermined amount of time before displaying the page information (col. 5 lines 48-50). Bermel is however silent on teaching detecting an user selection to view the paging information and detecting a user preference in response and in response to detecting the user selection, the advertisement is displayed and the paging information is not displayed and the paging information is then displayed after waiting a predetermined of time. Hymel et al. in an art related selective call receiver teaches displaying an advertisement at the wireless device in response to receiving the page signal and displaying the paging information after the advertisement information is displayed and the displaying of the advertisement and the paging information is based on the user preferences express through using user's control interface (col. 3 lines 48-60).

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel as disclosed by Hymel because displaying the advertisement message and the paging information based on the user preference allows the user to view the messages at the time most convenient to the user.

Regarding claim 65, Bermel teaches each display device include a microprocessor –based controller (col. 4 lines 32-35) and the microprocessor –based controller inherently requires programming which generally done at the factory, assembly facility , or a retailer.

Regarding claim 43, Bermel teaches preprogramming the wireless device with the advertisement (col. 5 lines 3-5).

Claim 44 and 66 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel US Patent 6674357 in view of Hymel et al. US Patent 6031467 and further in view of Hymel et al. U.S Patent 6157814.

Regarding claims 44 and 66, Bermel et al teaches displaying advertisement information (col. 6 lines 11-20) but is silent on teaching the advertisement includes displaying company logo. Hymel et al. (U.S Patent 6031467) in an art related Method In A Selective Call Radio For Ensuring Reception of Advertisement Message invention teaches the advertisement uses an icon, which is a graphical depiction of an advertiser symbolism (col. 3 lines 18-22). The graphical depiction of an advertiser symbolism is represented by a company logo.

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Hymel (6674357) as disclosed by Hymel (6157814) because

a company logo provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claim 45 and 67 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel US Patent 6674357 in view of Hymel et al. US Patent 6031467 and further in view of Fukuda U.S Patent 6477365.

Regarding claims 45 and 67, Bermel et al teaches displaying advertisement information (col. 6 lines 11-20) but is silent on teaching the advertisement includes displaying the company name. Fakuda in an art related communication system teaches including the company name in the advertisement (col. 7 lines 35-38).

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Hymel (6674357) as disclosed by Fakuda because the company name provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claims 46-47 and 68-69 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel US Patent 6674357 in view of Hymel et al. US Patent 6031467 and further in view of Bruno et al. U.S Patent 6434383.

Regarding claims 46-47 and 68-69, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the paging information includes a phone number and a person's name. Bruno et al. in an art related portable communication system

teaches paging information includes a phone number and a person's name (col. 3 lines 42-49) in order to provide identification information to the subscriber.

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Hymel (6674357) as disclosed by Bruno et al. because a phone number and a person's name provides the identification information to the subscriber of the source of the message.

Claims 54-55 and 60 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. US Patent 6031467 in view of DeLuca et al. US Patent 5870030.

Regarding claim 54, Hymel et al. (6031467) teaches displaying an advertisement at the wireless device in response to receiving the page signal and displaying the paging information after the advertisement information is displayed and the displaying of the advertisement and the paging information is based on the user preferences express through using user's control interface (col. 3 lines 48-60). Hymel et al. is however silent on teaching detecting a second user selection to view the paging information without viewing the advertisement information. DeLucia et al. in an art related messaging system and apparatus invention teaches overcoming the disadvantage of prior art system of forcing a user to view every advertisement (col. 1 lines 40-52). DeLucia et al. teaches detecting a user preference of viewing the paging information without viewing the advertisement by allowing the user to separately select the viewing of advertisement information (col. 8 lines 7-25) and the viewing of the paging information (col. 11 line 64-col. 12 line 6).

It would have been obvious to one of ordinary skill in the art to modify the selective call receiver of Hymel (6031467) as disclosed by DeLucia et al. because DeLucia teaches

overcoming the disadvantages of the Hymel of the message display system of forcing a user to view every advertisement transmitted to the paging device by enabling the user to select the advertisement he/she wishes to view.

Regarding claim 55, Hymel et al. (6031467) teaches the advertisement is preprogrammed in to the wireless device by storing the advertisement message in memory (col. 3 lines 52-53).

Regarding claim 60, Hymel et al. (6031467) teaches a wireless device (122) comprising:

a housing (inherent to the wireless device);

a display attached to the housing (318);

a controller (308) operatively coupled to the display;

a receiver operatively connect to the controller, wherein the controller is programmed to (i) receive paging information (col. 2 lines 10- 20), (ii) detect a user selection to view the paging information (col. 3 lines 6-12), (iii) display an advertisement at the wireless device is response to detecting the user selection (col. 3 lines 50-53). displaying an advertisement at the wireless device in response to receiving the page signal and displaying the paging information after the advertisement information is displayed (col. 3 lines 50-53). Hymel et al. is however silent on teaching detecting a second user selection to view the paging information without viewing the advertisement information. DeLucia et al. in an art related messaging system and apparatus invention teaches overcoming the disadvantage of prior art system of forcing a user to view every advertisement (col. 1 lines 40-52). DeLucia et al. teaches detecting a user preference of viewing the paging information without viewing the advertisement by allowing the user to

separately select the viewing of advertisement information (col. 8 lines 7-25) and the viewing of the paging information (col. 11 line 64-col. 12 line 6).

It would have been obvious to one of ordinary skill in the art to modify the selective call receiver of Hymel (6031467) as disclosed by DeLucia et al. because DeLucia teaches overcoming the disadvantages of the Hymel of the message display system of forcing a user to view every advertisement transmitted to the paging device by enabling the user to select the advertisement he/she wishes to view.

Claim 56 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. US Patent 6031467 in view of DeLuca et al. US Patent 5870030 and further in view of Hymel et al. U.S Patent 6157814.

Regarding claim 56, Hymel et al. (U.S Patent 6031467) teaches displaying advertisement information (col. 3 lines 50-53) but is silent on teaching the advertisement include displaying company logo. Hymel et al. (U.S Patent 6031467) in an art related Method In A Selective Call Radio For Ensuring Reception of Advertisement Message invention teaches the advertisement uses an icon, which is a graphical depiction of an advertiser symbolism (col. 3 lines 18-22). The graphical depiction of an advertiser symbolism is represented by a company logo.

It would have been obvious to one of ordinary skill in the art to modify the message display system of in Hymel et al. (U.S Patent 6031467) view of Deluca et al. as disclosed by Hymel (6157814) because a company logo provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claim 57 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. US Patent 6031467 in view of DeLuca et al. US Patent 5870030 and further in view of Fukuda U.S Patent 6477365.

Regarding claim 57, Hymel et al. (U.S Patent 6031467) teaches displaying advertisement information (col. 3 lines 50-53) but is silent on teaching the advertisement include displaying the company name. Fakuda in an art related communication system teaches including the company name in the advertisement (col. 7 lines 35-38).

It would have been obvious to one of ordinary skill in the art to modify the message display system of Hymel et al. (U.S Patent 6031467) view of Deluca et al. as disclosed by as disclosed by Fakuda because the company name provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claims 58-59 and 62-63 are rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. US Patent 6031467 in view of DeLuca et al. US Patent 5870030 and further in view of Bruno et al. U.S Patent 6434383.

Regarding claims 58-59 and 62-63, Hymel et al. (U.S Patent 6031467) teaches displaying advertisement information (col. 3 lines 50-53) but is silent on teaching the paging information includes a phone number and a person's name. Bruno et al. in an art related portable communication system teaches paging information includes a phone number and a person's name (col. 3 lines 42-49) in order to provide identification information to the subscriber.

It would have been obvious to one of ordinary skill in the art to modify the message display system of Hymel et al. (U.S Patent 6031467) view of Deluca et al. as disclosed by Bruno et al. because a phone number and a person's name provides the identification information to the subscriber of the source of the message.

Claim 61 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hymel et al. US Patent 6031467 in view of DeLuca et al. US Patent 5870030 and further in view of Robson et al. US Patent 6008819.

Regarding claim 61, Hymel et al. (U.S Patent 6031467) teaches a memory device operatively connected to the controller (figure 3) and the advertisement message is stored in the memory (col. 3 lines 52-53) but is silent on teaching the memory is non-volatile. Robson et al. in an art related wireless device invention teaches the use of non-volatile memory for storing data in a wireless device (col. 6 lines 14-20).

It would have been obvious to one of ordinary skill in the art at the time of the invention to modify the message display system of Hymel et al. (U.S Patent 6031467) in view of Deluca et al. as disclosed by Robson et al. because the use of non-volatile memory is necessary in order to retain the content of the memory in the case of a power failure.

Claim 70 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Ballard US Patent 6182050.

Regarding claim 70, Bermel teaches a method of receiving paging information at a wireless device (col. 4 lines 7-20) comprising:

Receiving, storing and displaying a plurality of messages in a selected sequence (col. 4 lines 32-35) and the messages a re received and store in a specific time slot (col. 5 lines 3-6) and

the advertisers are assigned a particular time slot (col. 5 lines 37-41) and are displayed in a predetermined allotted time (col. 5 lines 48-55). Bermel further teaches number of slots is based on the available memory of the transceiver (col. 5 lines 26-27) and the number of slot a given size of the available memory is divided into inherently controls the length of each slot. Bermel teaches programming the wireless device with a set of advertisements and each set of period of time having a duration different from a another by assigning time slot for sequencing the display of the advertisement (col. 5 lines 37-55). Bermel is however not explicit in teaching each of the advertisements is associated with a period of time and each of the duration of time is programmable to be different from another. Ballard in an art related system for displaying advertisement teaches the business model of displaying an advertisement at a specific time and for a specific duration as a desired business model (col. 7 lines 41-59).

It would have been obvious to one of ordinary skill in the art to modify the display system of Bermel at the time of the invention as disclosed by Ballard because associating each advertisement with a period of time and each duration of time is programmable to be different from another represents a desired business model in which advertisers can be charged based on duration of time the advertisement is displayed.

Claims 71-72 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Ballard US Patent 6182050 and further in view of Kung US Patent 5182553.

Regarding claims 71-72, Bermel teaches preprogramming the wireless device with the advertisement (col. 5 lines 3-5) and also teaches each display device include a microprocessor – based controller (col. 4 lines 32-35) and the microprocessor –based controller inherently requires

programming but is silent on teaching the programming is done at a factory. Kung in an art related paging device teaches programming the memory of the paging device at the factory or service provider (col. 4 lines 10-15).

It would have been obvious to one of ordinary skill in the art to program the display device of Bermel as disclosed by Kung because programming the device at the factory or service provider ensures that the programming of the paging device is carried out by authorized and properly trained individuals.

Claim 73 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Ballard US Patent 6182050 and further in view of Hymel et al. U.S Patent 6157814.

Regarding claim 73, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the advertisement include displaying company logo. Hymel et al. (U.S Patent 6031467) in an art related Method In A Selective Call Radio For Ensuring Reception of Advertisement Message invention teaches the advertisement uses an icon, which is a graphical depiction of an advertiser symbolism (col. 3 lines 18-22). The graphical depiction of an advertiser symbolism is represented by a company logo.

It would have been obvious to one of ordinary skill in the art to modify the message display system of in Bermel in view of Ballard as disclosed by Hymel (6157814) because a

company logo provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claim 74 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Ballard US Patent 6182050 and further in view of Fukuda U.S Patent 6477365.

Regarding claim 74, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the advertisement include displaying the company name. Fakuda in an art related communication system teaches including the company name in the advertisement (col. 7 lines 35-38).

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Ballard as disclosed by Fakuda because the company name provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claims 75-76 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Ballard US Patent 6182050 and further and further in view of Bruno et al. U.S Patent 6434383.

Regarding claims 75-76, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the paging information includes a phone number and a person's name. Bruno et al. in an art related portable communication system

teaches paging information includes a phone number and a person's name (col. 3 lines 42-49) in order to provide identification information to the subscriber.

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Ballard as disclosed by Bruno et al. because a phone number and a person's name provides the identification information to the subscriber of the source of the message.

Claims 78-79 are rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Kung US Patent 5182553.

Regarding claims 78-79, Bermel teaches preprogramming the wireless device with the advertisement (col. 5 lines 3-5) and also teaches each display device include a microprocessor – based controller (col. 4 lines 32-35) and the microprocessor –based controller inherently requires programming but is silent on teaching the programming is done at a factory. Kung in an art related paging device teaches programming the memory of the paging device at the factory or service provider (col. 4 lines 10-15).

It would have been obvious to one of ordinary skill in the art to program the display device of Bermel as disclosed by Kung because programming the device at the factory or service provider ensures that the programming of the paging device is carried out by authorized and properly trained individuals.

Claim 80 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Hymel et al. U.S Patent 6157814.

Regarding claim 80, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the advertisement include displaying company logo. Hymel et al. (U.S Patent 6031467) in an art related Method In A Selective Call Radio For Ensuring Reception of Advertisement Message invention teaches the advertisement uses an icon, which is a graphical depiction of an advertiser symbolism (col. 3 lines 18-22). The graphical depiction of an advertiser symbolism is represented by a company logo.

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Ballard as disclosed by Hymel (6157814) because a company logo provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claim 81 is rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Fukuda U.S Patent 6477365.

Regarding claim 81, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the advertisement includes displaying the company name. Fakuda in an art related communication system teaches including the company name in the advertisement (col. 7 lines 35-38).

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Ballard as disclosed by Fakuda because the company name provides an easy means of identifying the source of an advertisement so that the user can make a decision whether or not to view the advertisement.

Claims 82-83 rejected under 35 U.S.C. 103(a) as being unpatentable over Bermel U.S Patent 6674357 in view of Bruno et al. U.S Patent 6434383.

Regarding claims 82-83, Bermel et al teaches displaying advertisement and paging information (col. 6 lines 11-20) but is silent on teaching the paging information includes a phone number and a person's name. Bruno et al. in an art related portable communication system teaches paging information includes a phone number and a person's name (col. 3 lines 42-49) in order to provide identification information to the subscriber.

It would have been obvious to one of ordinary skill in the art to modify the message display system of Bermel in view of Ballard as disclosed by Bruno et al. because a phone number and a person's name provides the identification information to the subscriber of the source of the message.

Conclusion

Any inquiry concerning this communication or earlier communications from the examiner should be directed to Vernal U. Brown whose telephone number is 571-272-3060. The examiner can normally be reached on 8:30-7:00 Monday-Thursday.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Wendy Garber can be reached on 571-272-7308. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

Vernal Brown
November 15, 2006

WENDY R. GARBER /
SUPERVISORY PATENT EXAMINER
TECHNOLOGY CENTER 2600